the virtual object with a second component of the virtual object in response to the user looking at the interactive feature.

8. The device of claim **1**, wherein the at least one action causes the interactive feature to change a state of the virtual object in response to the user looking at the interactive feature.

9. The device of claim **1**, wherein the at least one action causes the interactive feature to change a visual feature of the virtual object in response to the user looking at the interactive feature.

10. The device of claim **6**, wherein the operations further comprise:

determining that the interactive feature of the virtual object is located inside the first or second static trigger area; and

performing a first action on a first interactive feature in response to the first interactive feature being located inside the first static trigger area; and

performing a second action on a second interactive feature in response to the second interactive feature being located inside the second static trigger area, the first action being distinct from the second action.

11. A computer-implemented method comprising:

generating an image that depicts a physical object detected with a first camera of a device;

tracking a position of a stare of a user of the device with a second camera of the device;

identifying the physical object using the image;

generating a virtual object corresponding to the identified physical object;

rendering the virtual object in the display based a position of the display relative to the physical object;

identifying an area in the display corresponding to the position of the stare of the user;

determining that an interactive feature of the virtual object is located inside the area; and

performing at least one action on the interactive feature in response to determining that the interactive feature is located inside the area.

12. The method of claim **11**, further comprising:

storing, in a database, identifiers of physical objects, virtual objects that correspond to the identifiers of the physical objects, and interactive features of the virtual objects, the interactive features of the virtual objects being configured to change a state in response to the position of the stare of the user.

13. The method of claim **11**, wherein the area includes at least one corner portion of the display.

14. The method of claim **13**, wherein the area further includes a centrally located portion of the display.

15. The method of claim **11**, wherein the at least one action on the interactive feature is performed in response to determining that a duration of the stare exceeds a time threshold.

16. The method of claim **11**, wherein the display further includes at least a first static trigger area and a second static trigger area, wherein the first static trigger area is distinct from the second static trigger area.

17. The method of claim **11**, further comprising:

replacing a first component of the virtual object with a second component of the virtual object in response to the user looking at the interactive feature.

18. The method of claim **11**, further comprising:

causing the interactive feature to change a state and/or a visual feature of the virtual object in response to the user looking at the interactive feature.

19. The method of claim **16**, further comprising:

determining that the interactive feature of the virtual object is located inside the first or second static trigger area; and

performing a first action on a first interactive feature in response to the first interactive feature being located inside the first static trigger area; and

performing a second action on a second interactive feature in response to the second interactive feature being located inside the second static trigger area, the first action being distinct from the second action.

20. A non-transitory machine-readable medium comprising instructions that, when executed by one or more processors of a machine, cause the machine to perform operations comprising:

generating an image that depicts a physical object detected with a first camera of a device;

tracking a position of a stare of a user of the device with a second camera of the device;

identifying the physical object using the image;

generating a virtual object corresponding to the identified physical object;

rendering the virtual object in the display based a position of the display relative to the physical object;

identifying an area in the display corresponding to the position of the stare of the user;

determining that an interactive feature of the virtual object is located inside the area; and

performing at least one action on the interactive feature in response to determining that the interactive feature is located inside the area.

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